



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

December 4, 2013

Board of Directors

Sauli Danpour, Clare De Briere, Kathy Faulk, Simon Ha, Carol Schatz, Cari Wolk, Adele Yellin

Absent

Eric Bender, Jim Bonham, Barbara Bundy, Marty Caverly, Richard Costanzo, Robert Cushman, David Damus, Frank Frallicciardi, Robert Hanasab, Steve Hathaway, PeklarPilavjian, Patrick Spillane, Daniel Swartz, Cindy Troesh, Peter Zen

Staff

Hal Bastian, Jeff Chodorow, Nina Decker, Suzanne Holley, Lauren Mitchell, Lena Mulhall, Ken Nakano

Guests

Michael Czarzinski (as proxy for Peter Zen), Matt Nolan (as proxy for Adele Yellin)

CALL TO ORDER

Faulk called the meeting to order at 8:14 a.m. without a quorum.

PROPERTYOWNEROR PUBLIC COMMENT: None

APPROVAL OF MINUTES

Approval of minutes from November meeting will be carried over to January meeting.

FINANCE

Approval of financials will be carried over to January meeting.

PRESIDENT'S REPORT

Carol Reported:

Carol briefly recapped the BID's performance for 2013 and was happy to report another successful year. Safe/Clean has been very effective. 80% of BID's resources are being used to deal with transient issues. With the Board & staff's efforts, the BID has been able to continue growth Downtown and has maintained Downtown's luster through the economy.

Carol announced upcoming events for CCA and DCBID:

- CCA Holiday Party at The Edison, December 10

- Investor Conference, co-hosted by CCA and DCBID, January 9. Carol thanked Hal and Lauren Mitchell for their efforts in planning this conference. Due to their efforts, over 320 people have subscribed with many coming from other cities/states.

7TH STREET BIKE LANE PROJECT

UPDATE

Carol noted that, at a meeting on December 3rd with property owners, considerable concern was voiced over the significant impact on traffic as a result of the installation of the bicycle lanes on 7th Street between Figueroa and Main. She announced that CCA is going to convene a meeting with the DOT to discuss the many issues relating to this project. CCA's goal is to ensure the street will work for everyone.

Carol noted that Mitch O' Farrell was to introduce a motion on December 4th on inclusionary housing and that would revert back on status. Carol further indicated that homelessness continues to be a significant issue and that she wanted to make this a focus for next year. She asked board members to forward estimates of their annual costs to address this issue. She also asked that they photograph any conditions that depict the issue in the district.

OPERATIONS

Ken Reported:

Safety:

The safety patrols have been focusing on the following areas:

- 7th Street Corridor: An increase in quality of life incidents predicated that we increase our presence on the corridor. This was done using foot and bike patrols.
- 4th Street between Hope & Olive: As we clean up other areas, it has forced relocation of property to this location.
- 9th & Flower: Due to an increase in quality of life issues the Patrols have stepped up their visible presence around Ralphs.

	August	September
Calls For Service	3,160	2,854
Self Initiated Calls/Incidents	10,481	10,481
LAFD Assists	8	13
LAPD Assists	17	6
Misdemeanor Incidents	1,095	826
Felony Incidents	6	7
Quality of Life Incidents	3,793	2,846

Maintenance:

Maintenance has identified approximately 75 tree wells in the district which needed to be manicured. Maintenance is also in the process of digging out old dirt and replacing it with mulch and red wood bark chips. We are also surveying the amount of trash that is removed off of 7th Street. This survey will be used in the future placement of trash cans along 7th Street.

BID ACTION:

The focus of the ACTION team has been on the 1st & Hill Metro area along with 3rd & Main. Each area has seen an increase in the amount of encampments that are at their respective locations. To date, all subjects located there have been service resistant.

August: Count #1 – 195 Count #2 – 161
 September: Count #1 – 175 Count #2 – 180

MARKETING

Mitchell Reported:

Marketing Campaigns

On Monday, November 25 we launched the DCBID's holiday marketing campaign: **Shop Downtown LA for the Holidays**. The campaign encourages residents, office workers, and visitors tackle their holiday shopping in Downtown LA. It also promotes holiday events, hotel packages, and dining. The campaign is supported by an advertising plan that includes radio spots on KOST and KCRW, print ads in the Downtown News, search engine marketing, social media, flyers, a holiday video, a Shop Til You Drop sweepstakes valued at \$800+, a printed map, web banners on LATimes.com and LAMagazine.com and public relations. The website, www.downtownla.com/holidays, will be live through December.

Website

We received eight responses to our website RFP and will be selecting the firm at the end of December.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. We increased the staffing to a team of seven, and now have two kiosks and staffing on Saturdays. The Guides were present at the weekly Farmers' Markets, DCBID Housing Tour, and Pershing Square Ice Rink Opening events. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

We are currently designing the Q4 Newsletter; it will focus on the January 9 Investor Conference and will arrive to property owners in mid-December.

Events

CCA Street Bond and 7th Street Bike Lanes Meeting

The Downtown Guides and the DCBID marketing team assisted with outreach to 7th Street property and business owners for this important meeting.

Marketing Roundtable Meetings

The DCBID hosted its monthly Roundtable Meetings attended by 80 guests. Presenters included the **LA County Arts Commission**, **36 Reasons to Shop DTLA**, and the **LA Art Show**. The DCBID Marketing Roundtable Holiday Party will take place at **Casey's Irish Pub** on Monday, Dec. 9 from 4-5:30pm.

ECONOMIC DEVELOPMENT

Bastian Reported:

Investors Conference

We completed many elements of the event, including finalizing the speaking panels, securing the venue and buses, and finalizing the invitation and registration page.

Creative Office Committee

The DCBID Economic Development and Marketing Teams worked together to create a Creative Office Committee. This committee will be focusing on developing original marketing tools and working with Downtown Brokers to attract new office tenants. Next meeting will be on December 5th.

Retail Recruitment Program

- Worked with over 25 various retail tenants in regards to opening retail locations in our district.
- Met with 13 different property owners to work on recruiting retail for their properties.
- Brookfield Office Properties announced PazzoGaleto / Lens Crafters / Sunglasshut.
- In November the DCBID welcomed 8 new businesses: Daniel Patrick, Aesop Pop-Up Shop, Egg Slut, Alchemy Works, Violet, TLBA, Q Sushi and One Square.
- We toured 6 restaurants and/or retailers that are interested in opening in our District.

Office Market

- Met with new Brookfield office leasing team to discuss economic development opportunities and office tenant recruitment
- Chicago Title leased 22,584 SF in 725 S Figueroa St (Ernst & Young Plaza) on November 11, the largest office lease during November.
- Nasty Gal leased 7,609 SF in 523 W 6th St (PacMutual) on November 6.
- Campos EPC leased 4,344 SF in 550 S Hope St on November 6.

Residential Market

- Hanover presented plans to construct a 274 unit, 7-story apartment complex at Olympic and Grand to the Downtown Los Angeles Neighborhood Council. Construction is set to begin in Spring 2014.
- Lennar Multi-Family Investors presented plans to construct a 201 unit, 7-story apartment complex at Olympic and Olive to the Downtown Los Angeles Neighborhood Council. Construction is set to begin in Spring 2014.
- Related Companies submitted their new proposal for the Grand Avenue project to the committee overseeing the project. The design is being led by Frank Gehry and includes two towers - one holding a 300-room SLS Hotel and the other filled with condominiums and rental apartments. A series of terraces, restaurant patios and pool decks cascades down along Grand facing the concert hall.

Economic Development Research

Josh updated the DCBID's research and statistical data for Downtown Los Angeles including the Market Report, the Cartifact Map and Housing Book database. New copies of the Cartifact Map were finalized and printed.

Broker Outreach

We met with various brokerage firms to discuss recruiting retail tenants to Downtown including: CBRE, Jones Lang LaSalle, Keller Williams, Newmark Grubb Knight Frank, Kennedy Wilson, Charles Dunn, The Lindon Group, TheMcDevitte Company.

Housing Tours

We had one very successful housing tour in November with over 50 people in attendance.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for January 8, 2014. The meeting was adjourned.